

AI  
CONCL means for retrieving advertisement related information . . .  
corresponding to an advertisement; and  
means for determining the extent to which an advertisement  
is viewed by the subscriber.

40. The system of claim 38, further including a profile  
generator. B


41. The system of claim 40, wherein the profile generator  
generates a subscriber interest profile based on advertisements  
~~that the subscriber views.~~

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Remarks

After entry of this amendment, claims 14-41 are  
pending.

Respectfully submitted,

  
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